

**Amendments to the Claims:**

This listing of Claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1 - 10. (Canceled)

11. (Currently amended) A system for media distribution in a physical area comprising,

at least one uniquely identifiable tangible first type tag, which can be carried around said physical area by a user being visitor thereto;

at least one uniquely identifiable tangible second type tag, identifying a media access point in said physical area, the second type tag activating a media session when the first type tag is carried into the physical area within close proximity of the second type tag;

an administrative system;

communication means; and

wherein, at least one of said tangible first and second type tags has means for identifying combinations of tangible first and second type tags brought into close proximity of each other and communicate information relating to these tangible tags to the administrative system;

said administrative system being arranged to respond to this information through distributing to communication means associated with either of these tangible tags media determined by the received information.

12. (Previously Presented) A system according to claim 11, further comprising an event manager associated with said administrative system, wherein;

computer-readable events are embedded in the information identifying the tangible tags brought into close proximity of each other and communicated to the administrative system.

13. (Previously Presented) A system according to claim 11, wherein said administrative system is integrated in a communication means associated with a tangible first type tag.

14. (Previously Presented) A system according to claim 11, wherein said tangible first type tag comprises means for determining the identity of the user.

15. (Previously Presented) A system according to claim 11, wherein said administrative system comprises means for collecting and compiling statistics of a user session.

16. (Currently amended) A method for media distribution in a physical area comprising the steps of:

providing at least one uniquely identifiable tangible first type tag, which can be carried around said physical area by a user being visitor thereto;

providing at least one uniquely identifiable tangible second type tag, identifying a media access point in said physical area, the second type tag activating a media session when the first type tag is carried into the physical area within close proximity of the second type tag;

providing an administrative system;

providing communication means;

providing at least one of said tangible first and second type tags with means for identifying combinations of tangible first and second type tags brought into close proximity of each other and means for communicating information relating to these tangible tags to the administrative system; and

arranging said administrative system to respond to this information through distributing to communication means associated with either of these tangible tags media determined by the received information.

17. (Previously Presented) A method according to claim 16, further comprising the steps of: associating an event manager with said administrative system; embedding computer-readable events in the information identifying the tangible tags brought into close proximity of each other and communicated to the administrative system.

18. (Previously Presented) A method according to claim 16, further comprising the step of: integrating said administrative system in a communication means associated with a tangible first type tag.

19. (Previously Presented) A method according to claim 16, further comprising the step of: providing said tangible first type tag with means for determining the identity of the user.

20. (Previously Presented) A method according to claim 16, further comprising the step of: providing said administrative system with means for collecting and compiling statistics of a user session.